



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

National Media  
815 Slaters Lane  
Alexandria, VA 22314

## Contract # 339613

### Schedule Dates

11/02/12-11/06/12

### Advertiser

Pol/Iss/RNC (17162)

### Agency

National Media (2711)

### Product

Political - Issue (1068)

### Brand

RNC 11/1 (140886)

### Salesperson

Telerep/Washington DC, Washington DC (1040)

### Sales Office

Telerep/Washington DC

### Buyer Name

MEDIA ASSISTANT, NMRPP

### Phone/Fax

/

### CPE

20/503/3548

### Account Types

National/Political

### Billing Type

Standard

### Comments

RNC 11/1  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 11/01/12

Last Modified 11/05/12

Entered By Mary Beth Halas

CO-OP Yes

Headline # 06401780

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$26,947.50

Net Total \$152,702.50

Sales Tax

### Pittsburgh (WPXI)

By Broadcast Month

Nov. 2012 51

Grand Total: 51

Rate

\$179,650.00

\$179,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	10A- Ellen						1			1	\$850.00	\$850.00	Pittsburgh (WPXI)	ELLEN 10-11A/1	11/1/12
2.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	11:34P- TONIGHT SHOW						1			1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	TONITE SHW 1135P-1235A/2	11/1/12
3.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	4:28A- Channel 11 News 430A						1			1	\$300.00	\$300.00	Pittsburgh (WPXI)	NEWS 430-5A/3	11/1/12
4.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	4:58A- Channel 11 News 5am						1			1	\$850.00	\$850.00	Pittsburgh (WPXI)	NEWS 5-530A/4	11/1/12
5.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	5P- 5:30P (EST)						1			1	\$2,500.00	\$2,500.00	Pittsburgh (WPXI)	NEWS 5-530P/5	11/1/12
6.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	5:29A- Channel 11 News 530am						1			1	\$1,150.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 530-6A/6	11/1/12
7.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	5:30P- 6P (EST)						1			1	\$2,500.00	\$2,500.00	Pittsburgh (WPXI)	NEWS 530-6P/7	11/1/12
8.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	5:58P- Channel 11 News At 6pm M-F						1			1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	NEWS 6-630P/8	11/1/12
9.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	5:59A- Channel 11 News 6am						1			1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	NEWS 6-7A/9	11/1/12
10.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	6:59P- Jeopardy						1			1	\$7,500.00	\$7,500.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/10	11/1/12
11.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	6:58A- Today Show						1			1	\$1,600.00	\$1,600.00	Pittsburgh (WPXI)	TODAY SHW 7-9A/11	11/1/12

## CONFIRMATION CONTRACT

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Accepted-Station:

Date:

Date:

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Agency National Media (2711)

Product Political - Issue (1068)

Brand RNC 11/1 (140886)

Salesperson Telerep/Washington DC, Washington DC (1040)

Sales Office Telerep/Washington DC

Buyer Name MEDIAASSISTANT,NMRPP

Phone/Fax /

CPE 20/503/3548

Account Types National/Political

Billing Type Standard

Comments RNC 11/1

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Last Modified 11/05/12

Entered By Mary Beth Halas

CO-OP Yes

Headline # 06401780

Demo

Order Type Normal

Package Deal

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Commission \$26,947.50

Net Total \$152,702.50

Sales Tax

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By Broadcast Month

Nov. 2012

Spots 51

Rate \$179,650.00

Grand Total: \$179,650.00

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4145 Evergreen Road  
Pittsburgh, PA 15214



National Media  
815 Slaters Lane  
Alexandria, VA 22314

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	7:30P- WHEEL OF FORTUNE	1					1			1	\$7,500.00	\$7,500.00	Pittsburgh (WPXI)	WHEEL-FORTNE 730-8P/12	11/1/12
13.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	10A- Ellen	1	1							1	\$850.00	\$850.00	Pittsburgh (WPXI)	ELLEN 10-11A/13	11/1/12
14.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	11:34P- TONIGHT SHOW	1	1							1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	TONITE SHW-NBC< 1135P-1235A/14	11/1/12
15.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	4:28A- Channel 11 News 430A	1	1							1	\$300.00	\$300.00	Pittsburgh (WPXI)	NEWS 430-5A/15	11/1/12
16.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	4:58A- Channel 11 News 5am	1	1							1	\$850.00	\$850.00	Pittsburgh (WPXI)	NEWS 5-530A/16	11/1/12
17.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5P- 5:30P (EST)	1	1							1	\$2,500.00	\$2,500.00	Pittsburgh (WPXI)	NEWS 5-530P/17	11/1/12
18.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:29A- Channel 11 News 530am	1	1							1	\$1,150.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 530-6A/18	11/1/12
19.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:30P- 6P (EST)	1	1							1	\$2,500.00	\$2,500.00	Pittsburgh (WPXI)	NEWS 530-6P/19	11/1/12
20.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:58P- Channel 11 News At 6pm M-F	1	1							1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	NEWS 6-630P/20	11/1/12
21.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:59A- Channel 11 News 6am	1	1							1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	NEWS 6-7A/21	11/1/12
22.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	6:59P- Jeopardy	1	1							1	\$7,500.00	\$7,500.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/22	11/1/12

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Schedule Dates

Advertiser

Agency

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

11/02/12-11/06/12

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National Media (2711)

Political - Issue (1068)

RNC 11/1 (140886)

Telerep/Washington DC, Washington DC (1040)

Telerep/Washington DC

MEDIA ASSISTANT, NMRPP

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20/503/3548

National/Political

Standard

RNC 11/1

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Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

11/01/12

11/05/12

Mary Beth Halas

Yes

06401780

Normal

15.00

\$26,947.50

\$152,702.50

Pittsburgh (WPXI)

By Broadcast Month

Nov. 2012

Spots

Rate

51

\$179,650.00

Grand Total:

51

\$179,650.00

National Media  
815 Slaters Lane  
Alexandria, VA 22314

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23.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	7A- Today Show	1	1							1	\$1,600.00	\$1,600.00	Pittsburgh (WPXI)	TODAY SHW 7-9A/23	11/1/12
24.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	7:30P- WHEEL OF FORTUNE	1	1							1	\$7,500.00	\$7,500.00	Pittsburgh (WPXI)	WHEEL-FORTNE < 730-8P/24	11/1/12
25.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	11:29P- NBC SATURDAY NIGHT LIVE							1		1	\$4,000.00	\$4,000.00	Pittsburgh (WPXI)	SAT NITE LIVE 1130P-1A/25	11/1/12
26.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	6A- 8A (EST)							1		1	\$700.00	\$700.00	Pittsburgh (WPXI)	NEWS 6-8A/27	11/1/12
27.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	8A- 10:30A (EST)							1		1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 8-1030A/29	11/1/12
28.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	S:30A- 8A (EST)								1	1	\$700.00	\$700.00	Pittsburgh (WPXI)	NEWS 530-8A/30	11/1/12
29.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	S:59P- CHANNEL 11 NEWS								1	1	\$2,500.00	\$2,500.00	Pittsburgh (WPXI)	NEWS 6-630P/31	11/1/12
30.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	8A- 10A (EST)							2		2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	NEWS 8-10A/32	11/1/12
31.0	Normal Line / Sports-Football	11/04/12-11/04/12	2	:30	8:13P- NBC Sunday Night Football								2	2	\$22,000.00	\$44,000.00	Pittsburgh (WPXI)	NFL: DAL@ATL 805P-12M/33	11/1/12
32.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	S:59A- Channel 11 News 6am							1		1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	NEWS 6-7A/MG	11/1/12
33.0	Normal Line / Prime	11/03/12-11/03/12	2	:30	8P- 2012 Breeders Cup								1	1	\$5,000.00	\$5,000.00	Pittsburgh (WPXI)	8BREEDER'S CUP 8-9P/MG	11/1/12

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11/01/12

11/05/12

Mary Beth Halas

Yes

06401780

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Package Deal

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Net Total

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By Broadcast Month

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34.0	Normal Line / Prime	11/03/12-11/03/12	3	:30	9P- NBC Movie of the Week 9-11P	1						1		1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	MOVIE: RUDY 9-11P/MG	11/1/12
35.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	10A- Ellen	1		1						1	\$850.00	\$850.00	Pittsburgh (WPXI)	ELLEN 10-11A/40	11/1/12
36.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	4:28A- Channel 11 News 430A	1		1						1	\$300.00	\$300.00	Pittsburgh (WPXI)	NEWS 430-5A/41	11/1/12
37.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	4:58A- Channel 11 News 5am	1		1						1	\$850.00	\$850.00	Pittsburgh (WPXI)	NEWS 5-530A/42	11/1/12
38.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	5:29A- Channel 11 News 530am	1		1						1	\$1,150.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 530-6A/43	11/1/12
39.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	5:59A- Channel 11 News 6am	1		1						1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	NEWS 6-7A/44	11/1/12
40.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	7A- Today Show	1		1						1	\$1,600.00	\$1,600.00	Pittsburgh (WPXI)	TODAY SHW 7-9A/45	11/1/12
41.0	Revised Line / Prime	11/02/12-11/02/12	2	:30	8:58P- Grimm 9-10P	1					1			1	\$6,500.00	\$6,500.00	Pittsburgh (WPXI)	GRIMM 9-10P/MG	11/1/12
41.1	Normal Line / Prime	11/02/12-11/02/12	3	:30	9P- Grimm 9-10P	1					1			1	\$1,500.00	\$1,500.00	Pittsburgh (WPXI)	PITT-NOTRE DAME PREGAME SHOW 230-330P/MG	11/1/12
42.0	Normal Line / Sports- Local Pro	11/03/12-11/03/12	4	:30	2:30P- Pitt/Notre Dame Pre Game	1						2		2			Pittsburgh (WPXI)		

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43.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$5,800.00	\$5,800.00	Pittsburgh (WPXI)	POST GAME NEWS 1130P-1235A/MG	11/1/12
44.0	Normal Line / Sports-Football	11/03/12-11/03/12	4	:30	3:28P- Notre Dame Football							3		3	\$10,000.00	\$30,000.00	Pittsburgh (WPXI)	PITT-NOTRE DAME 330-7P/26	11/1/12
45.0	Normal Line / Spot	11/03/12-11/03/12	3	:30	7P- Jerome Bettis 7-730P							1			\$1,000.00		Pittsburgh (WPXI)	8ETTIS 7-730P/28	11/1/12
45.0.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Sports Over Run/Spot -	
46.0	Normal Line / Spot	11/04/12-11/04/12	10	:30	5A- S:30A (EST)								1	1	\$0.00	\$0.00	Pittsburgh (WPXI)	Bettis moved from 11/3 to 11/4 line 45	11/4/12
47.0	M/G For 45.0.1 / Spot	11/06/12-11/06/12	4	:30	5:59A- Channel 11 News 6am		1							1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	6a/28	11/5/12

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